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Etere Supports HDR Quality at No Extra Cost

Etere delivers High Dynamic Range (HDR) as a complimentary upgrade for all Etere Ecosystem users with a support contract. Unlock more realistic visuals, brighter highlights, deeper contrasts, and a richer colour spectrum. Speak to our specialists to find out more!

Etere logo

HDR

How Does HDR Work
HDR technology works by capturing, processing and displaying a wider range of brightness levels and colours than standard dynamic range (SDR). It uses an advanced a mix of algorithms and hardware to balance brightness and colour.

Advantages of High Dynamic Range (HDR)
- **Wider colour Gamut:** Displays more vivid colours
- **Higher brightness levels:** Light sources appear more realistic
- **Broader contrast range and more accurate colour rendering:** Enhances gaming and movie experiences
- **Versatility across devices:** Support is available across a wide range of devices including televisions and mobile displays
- **Adjustable settings:** Users can adjust settings that influence colour and brightness based on the lighting conditions or personal preferences

For a media strategy that works for your business, contact us for a personalised consultation.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

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